

SCHEME OF STUDY for BS Business Analytics

Mission

The program's **mission** is to develop professionals who are capable of leading, managing, and applying decision-making skills using current project management practice.

Introduction

Business Intelligence & Analytics continues to be among the fastest-growing areas in business education in the world. The BS Business Analytics program is aimed to provide the desired analytical skills to the students with strong critical thinking abilities who are wishing to harness the power of data to solve the business issues. This program will offer students unique skills to analyse, synthesize, and visually present data, covering all fields of Management i.e., Marketing, Management, Finance and supply chain management. In addition to learning how to use top-of-the-line software tools, students will also learn how to interpret data and identify important business trends using these tools.

Learning Outcomes of the Program

The graduates of the program are equipped with the in-demand skills and knowledge required for success in their professional careers. This program is designed to give substantial hands-on computing skills, applied data analysis techniques and data visualization skills to solve business problems. After completion of this program students will be able:

1. To get deeper understanding of the business functions
2. To apply data analysis techniques to solve the business challenges
3. To effectively manage and interpret data for decision making
4. To be able to answer business questions using a great amount of organization's data
5. To build and enhance Business Intelligence and analytics capabilities by adapting the appropriate technology and software solutions.
6. To improve business-related decision-making skills by exploring and mining data from various aspects.
7. To communicate technical results and recommendations to a non-technical audience.

Admission Requirements and Eligibility Criteria

As per Admission Advertisement.

Selection Criteria

Admission will be based on Test (Test 60%, previous qualification 40%).

REVISED SCHEME OF STUDIES FOR
BS Business Analytics PROGRAM

Structure of revised scheme of BS Business Analytics is as under:

Summary

Division of Courses	Credit Hours
Compulsory Courses	25 Credit Hours
General Courses	27 Credit Hours
Foundation & Major Courses	51 Credit Hours
Electives	30 Credit Hours
Project	03 Credit Hours
Total	136 Credit Hours

Scheme of Studies

Compulsory Courses (25 Credit Hours)

S.No	Credit Hrs	CODE	TITLE
1.	3	GEN107	Business English I
2.	3	GEN108	Business English II
3.	3	GEN303	English III (Oral Communication)
4.	3	GEN401	English IV (Business Communication and Report Writing)
5.	2	GEN 109	Islamic Studies
6.	2	GEN113	Pakistan Studies
7.	3	QNT302	Mathematics and Statistics for Business
8.	3	QNT401	Statistical Inference
9.	3	TM201	IT in Business

General Courses (27 Credit Hours)

S.No.	Credit Hrs	CODE	TITLE
1.	3	GEN201	Introduction to Psychology
2.	3	GEN202	Introduction to Sociology
3.	3	GEN203	Introduction to Philosophy
4.	3	GEN101	Understanding Quran I
5.	3	GEN102	Understanding Quran II
6.	3	GEN301	Business Ethics & Society
7.	3	GEN112	Islamic Law of Business Transactions
8.	3	TM202	Technology in Business
9.	3	GEN302	Creative Thinking and Reasoning

Foundation Courses (51 Credit Hours)

S.No	Credit Hrs.	CODE	TITLE
1.	3	MGT201	Principles of Management
2.	3	MKT201	Principles of Marketing
3.	3	TMBA352	Business Analytics in HR
4.	3	TMBA33	Business Analytics in Marketing
5.	3	ACT201	Principles of Accounting
6.	3	TMBA371	Business Analytics in Finance
7.	3	FIN301	Financial Management
8.	3	TMBA473	Business Analytics for Supply Chain
9.	3	ECO401	Business Economics
10.	3	TMBA231	Introduction to Business Analytics
11.	3	TM203	Database Management Systems
12.	3	TM341	Digital Transformation in Business Organization
13.	3	TMBA232	Analytics in Python
14.	3	TM501	Enterprise Resource Planning
15.	3	TM331	Management Information Systems
16.	3	MGT402	Business Research Methods
17.	3	TMPM221	Introduction to Project Management

Elective Courses (any 10 courses from following - 30 Credit Hours)

S.No	Credit Hrs.	CODE	TITLE
1.	3	TMBA351	Business Analytics Tools
2.	3	TMBA361	Advanced Business Analytics
3.	3	TMBA475	Predictive Analytics
4.	3	TMBA471	Machine Learning
5.	3	TMBA472	Data Mining and Warehousing
6.	3	TMBA474	Advanced Power BI and Tableau
7.	3	TMBA481	Management Issues in Business Analytics
8.	3	TMBA482	Balance Score Card and Performance Management
9.	3	TMBA483	Current Topics in IT and Business Analytics
10.	3	TM505	Database Design & Applications
11.	3	TM506	Concepts and Practice of Dss Modelling
12.	3	TM507	Business Process Management

Project

	CODE	TITLE
3	TMBA511	Capstone Project

SEMESTER WISE SCHEME OF STUDY

Semester ~ 01

S.No.	Course Code	Course Title
1	TM201	IT in Business
2	QNT302	Mathematics and Statistics for Business
3	MGT201	Principles of Management
4	MKT201	Principles of Marketing
5	ACT201	Principles of Accounting
6	GEN107	Business English 1

Semester ~ 02

1	TM202	Technology in Business
2	TM203	Database Management System
3	GEN202	Introduction to Sociology
4	ECO401	Business Economics
5	GEN108	Business English II
6	GEN103	Understanding Quran-I

Semester ~ 03

1	TM331	Management Information System
2	TMBA231	Introduction to Business Analytics
3	TMBA232	Analytics in Python
4	FIN301	Financial Management
5	GEN303	Oral Communication
6	GEN109	Islamic Studies

Semester ~ 04

1	GEN201	Introduction to Psychology
2	TM341	Digital Transformation in Business Organization

3	MGT402	Business Research Methods
4	QNT401	Statistical Inference
5	GEN401	Business Communication and Report Writing
6	TMPM221	Introduction to Project Management

Semester ~ 05

1	TM501	Enterprise Resource Planning
2	TMBA352	Business Analytics in HR
3	TM508	Accounting Information Systems
4	GEN113	Pakistan Studies
5	TMBA353	Business Analytics in Marketing
6	GEN302	Creative Thinking and Reasoning

Semester ~ 06

1		Elective 1
2		Elective 2
3		Elective 3
4	TMBA371	Business Analytics in Finance
5	GEN104	Understanding Quran-II
6	GEN203	Introduction to Philosophy

Semester ~ 07

1		Elective 4
2		Elective 5
3		Elective 6
4		Elective 7
5	GEN112	Islamic Law of Business Transactions

Semester ~ 08

1		Elective 8
2		Elective 9
3		Elective 10
4	GEN301	Business Ethics & Society
5	TMBA511	Project

Note: The department may change the sequence of courses in these streams as per the availability of resources. Course codes of general courses and basic business studies courses will be the same as approved by respective departments.